

Abstract

An object of the present invention is to conveniently gather and put to use market needs. Utilizing a dialogue scenario a dealer selling merchandise, in place of the manufacturer

5 creating the merchandise, surveys customers. The dialogue scenario takes place through an information-gathering device 3 installed in the dealer's shop or the like. The information-gathering device 3 transmits the dialogue content to the manufacturer's terminal 2 via a network 4. The dialogue 10 scenario is, ordinarily, prepared by a research company so that information that is the manufacturer's objective may be gathered. The manufacturer efficiently gathers results of questionnaires on its own merchandise, which can be exploited in marketing. The dealer earns a profit by providing on commission the information, 15 gathered in place of the manufacturer, to the manufacturer. A dealer's offering compensation to customers responding to the questionnaire for the customers becomes an incentive to go through the dialogue, and for the dealer the compensation enables growth in preferred customers.